

NEWS RELEASE

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GLASGOW JOBSEEKERS TO RECEIVE UNIQUE HOSPITALITY TRAINING

Jobseekers in Glasgow who are interested in employment in the tourism and hospitality industry are being given the opportunity to take part in a unique online training programme that was completed by city workers and Clyde-siders in the run up to the Commonwealth Games.

Jobcentre Plus in Glasgow has invested in the Glasgow Welcomes-Online module, the customer service programme developed by the city's tourism service initiative, Glasgow Welcomes, to enable the city's tourism, leisure and hospitality workers to easily access customer service training. The module will be offered free to job-ready Jobseeker's Allowance (JSA) customers at Glasgow Jobcentres. A number of modules will also be distributed via the 'Hospitality Hub', which is dedicated to working with jobseekers who are keen to work in catering and hospitality.

Last year, thousands of employees at bars, restaurants, hotels and leisure attractions, as well as around 2,500 Glasgow 2014 Clyde-sider volunteers, engaged with the programme to help ensure Glasgow delivered the "best Games ever".

The module, which costs just £5 per person and takes less than two hours to complete, offers practical advice on how to deliver excellent customer service standards along with information about Glasgow's top attractions and events so that frontline service staff can offer up-to-date advice on what there is to see and do in the city.

Kay Henry, Third Party Provision Manager for Jobcentre Plus said:

"During our work to recruit staff for the Commonwealth Games, we became aware that many large employers in the city were interested in the Glasgow Welcomes training and welcomed applicants who had completed it. The programme content is a great fit for the type of jobs that many people are looking for.

"We want to support people as much as we can to improve their chances of securing employment. The opportunity to complete the training before interviews and starting a new role will equip people with relevant knowledge and skills, along with a boost in confidence which is vital to performing well in interviews."

Stella Callaghan, Project Manager, Glasgow Welcomes said:

"This is fantastic recognition for the quality of Glasgow Welcomes training and its relevance to all those interested in following a career in our industry.

"Offering industry-approved training to those who want to work in tourism and hospitality will help them to prepare for work, and will help to raise the standards of customer service excellence and build a workforce that truly understands the impact of the customer experience."

The Glasgow Welcomes initiative is supported by the industry-led Glasgow Tourism & Events Leadership Group (which includes Glasgow City Council, Glasgow City Marketing Bureau, Glasgow Chamber of Commerce, Scottish Enterprise and VisitScotland), and is managed by VisitScotland on

behalf of industry and partners. Principal funders are Scottish Enterprise, with additional funding provided by Skills Development Scotland and the Glasgow city partners.

Notes to editors:

- Issued by Golley Slater on behalf of Glasgow Welcomes, the city's tourism service initiative.
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- The Glasgow Welcomes-Online module will be offered to Jobseeker's Allowance claimants at the following Jobcentres: Anniesland, Maryhill, Springburn, Drumchapel, Govan, Partick, Parkhead, Easterhouse, Bridgeton, Shettleston, Laurieston, Newlands, Castlemilk and Langside.
- Glasgow Welcomes, the city's tourism service initiative (previously Glasgow Service with Style) is a unique city-wide initiative designed to support the delivery of a world class visitor experience across the entire customer journey through training and development opportunities for tourism and hospitality businesses. It aims to further the development and regeneration of the city through the expansion of the tourism sector by raising service standards at every touch point of the visitor experience and improving bottom line benefits to businesses.
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- To find out more about the Glasgow Welcomes programme go to www.glasgowwelcomes.com